

Research Key Factor in Development

The decision to construct a major office building complex in Torrance was preceded by intensive research of economic trends in the Southwest region. The study, conducted by an independent consulting firm, covered the entire trade area west of the Harbor Freeway and south of Imperial Highway.

Among the highlights of the report:

- Population of the area is increasing 31 per cent faster than the population for Los Angeles County as a whole. In the 15-year period 1950 to 1965, the population nearly doubled as the number of residents increased from 306,000 to 610,000. By 1975 this figure is expected to reach 770,000.
- Torrance is now the third largest city in Los Angeles County with a population of nearly 140,000.
- Projected retail sales for the area will be \$1.3 billion by 1975, almost twice the 1964 figure of \$672 million.
- Families in the trade area have a higher median income than for overall Los Angeles County. The three incorporated cities on the nearby Palos Verdes Peninsula — Rolling Hills, Rolling Hills Estates, and Palos Ver-

des Estates — are in the top five cities in Los Angeles County in median family income. Rolling Hills with an eye-popping \$21,111 tops all cities in the county.

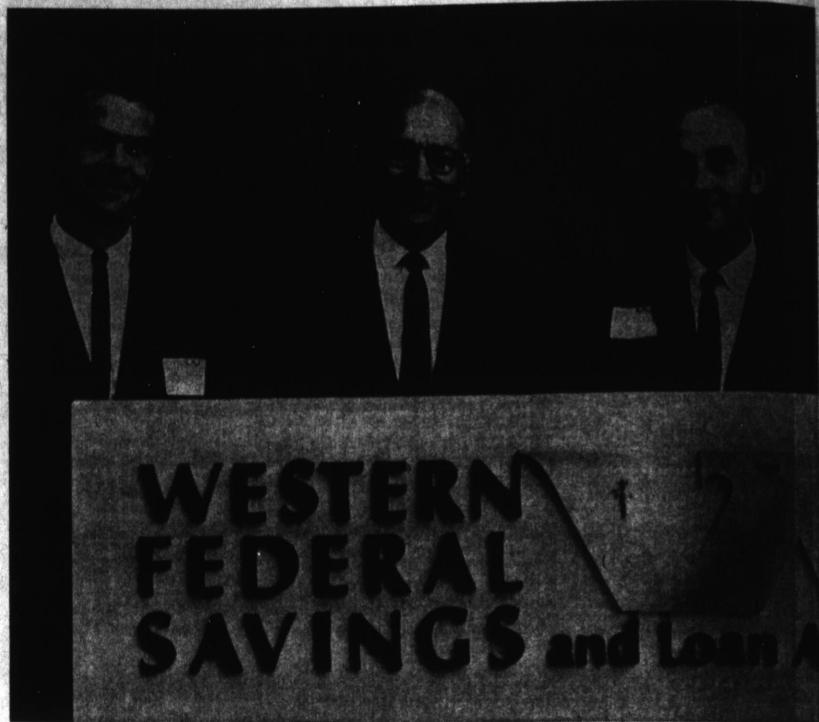
With these statistics in

hand, the developers decided to initiate the financial center which will provide headquarters and branch offices for banks, savings and loans, brokerage houses, insurance companies, account-

ing and legal firms, mortgage institutions, real estate brokers, and other related businesses.

"These firms will not only benefit from the forecasted growth of the South Bay,

they will contribute significantly to that growth," said D. Loring Marlett, vice president and general manager of Great Lakes Properties, Inc., co-developers of the financial center.



Award of Excellence

William C. Drewry (at right), vice president of Southern California Edison Co., examines model of the completed Del Amo Financial Center after presenting an "All-Electric Building Award." Accepting the award is D. Loring Marlett, vice president and general manager of Great Lakes Properties, Inc., co-developers of the Del Amo Financial Center.

200 Acres in Master Plan

The Del Amo Financial Center is part of a 200-acre complex which is being master planned as a new downtown "core" for the Southwest.

The complex will include commercial buildings, high-rise apartments, restaurants, hotels, theaters, and a medical facility when it is completed.

Welcome to Torrance

Mayor Albert Isen (center) welcomes Western Federal Savings and Loan Association to Torrance on the occasion of the opening of the firm's office in the Del Amo Financial Center. Accepting the mayor's congratulations are Ed Gordon (left), assistant man-

ager, and Robert Oswald, manager. Western Federal was the first tenant to open in the new center and occupies 6,000 square feet in the pavilion bearing its name.

Center Buildings Bear 'All-Electric' Symbol

Buildings in the Del Amo Financial Center will bear the Southern California Edison Co. "All-Electric Building Award" which many modern structures now proudly bear.

More than 1,900 commercial and industrial buildings in the Southern California Edison Co. service area have earned the symbol of electrical excellence. L. E. Jenkins, Edison district manager, pointed out.

The awards program, initiated by Edison in 1962, was adopted by the Edison Electric Institute in 1963 and extended into a national program, Jenkins added.

"The new \$30 million Del Amo Center is typical of the trend in commercial construction toward integrating building design with electrical and mechanical design," Jenkins said. "And the flexibility of electric systems enables developers to install complete environmental control systems with a minimum of expense."

Clean electric heating and air conditioning, along with glareless fluorescent lighting, will contribute immeasurably to the comfort of Del Amo's occupants, he added.

Edison vice president William C. Drewry made the official presentation of the "All-Electric Building Award" to D. Loring Marlett, vice president and general manager of Great Lakes Properties, Inc., co-developer of the center.

Jenkins noted that the number of new all-electric buildings and homes in Southern California contribute to the increased use of electricity, and that Edison is taking steps to meet this demand.

Projections for the five-year period of 1967 through 1971 indicate gross construction of electric facilities on the order of \$1.7 billion, roughly equivalent to 65 per cent of Edison's total gross plant at the end of last year, he said.

In fact, this year's construction budget of \$328 million is nearly twice as large as the \$168 million expended during the three-year development period 20 years ago, 1947-49.

"At that time, the company's plant expansion program was described as 'monumental,'" Jenkins recalled.

The Edison official said that between now and 1973, Edison plans to add a total of more than three million kilowatts of generating capacity without constructing any additional major oil or gas fired steam plant units in the Los Angeles Basin.

Initial tests of the 450,000-kilowatt San Onofre Nuclear Generating Station near San Clemente are now under way, and the plant is expected to become a "firm resource" on the Edison system early next year, he said.

Construction also is under way on four coal-fired generating units in Nevada and New Mexico. These units are being developed by the company jointly with several utilities serving the Southwest.

"Edison has a 48 per cent interest in two 755,000-kilowatt generating units near Farmington, N. M., and will be the principal owner of two similar units at the Mohave Power Project in Nevada," he said.

These distant facilities, introduce coal-fired generation to Edison's system for the first time, have been made feasible by improvements in "extra-high-voltage" of EHV—the technique of economically transmitting electricity over long distances, he said.

"EHV has made it possible for the first time for electric utility companies to plan their growth on a regional basis, with individual members combining to build huge plants to meet the increased needs of their customers," he said.

Excavation For Center Major Job

More than 700,000 cubic yards of dirt, enough to fill two freight trains 100 cars long, had to be dug and hauled from the 20-acre financial center site.

The massive excavation was required to reach foundation grade 27 feet below Hawthorne Boulevard for the tower and ring buildings and to shape the giant bowl that will eventually be a covered, three-deck garage 480 feet in diameter.

During peak activity, 23 truck and trailer rigs, three skip loaders, tractors and other heavy equipment were used in the operation. Considerable attention had to be given to the control of dust. Water trucks constantly sprinkled the area and every truckload was watered down before leaving the site.

In the early months, there was not a ready market for all of the dirt and much of it had to be stockpiled. This created a small mountain which gradually disappeared as demand for fill material piled up.

Excavation was started in March, 1966, and completed five months later. Foundation work began in June and for several months digging and construction were proceeding simultaneously.

Site engineering was performed by Sikand Engineering Associates of Pasadena. Earth-moving contractor was Hess Construction, Inc., of Long Beach.

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